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December 12, 1968

J. Anderson Named Market Analyst At U. S. Tobacco

The promotion of Julius Anderson to the newly created position of market analyst in the marketing department of United States Tobacco Co. has been announced by Louis F. Bantle, vice president and marketing director.

Mr. Anderson has been a junior accountant in the company's New York

Julius Anderson

office. In his new post, he will report to Thomas B. O'Grady, director of market research.

"Mr. Anderson will be in charge of analysis of sales statistics furnished by the company's data processing department, as well as those provided by outside research firms which the company utilizes," Mr. O'Grady said. "He will also be involved in field studies and special projects, which yield statistics on our products for planning and reference purposes."

Mr Anderson joined U. S. Tobacco in 1967 as a junior accountant in the accounting department of the New York office.

He currently attends the Bernard Baruch School of Business and Public Administration at the City College of New York, where he is majoring in accounting.

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November 28, 1968

Liggett & Myers Fills Sales Posts In New Miami Dept.

MIAMI, FLA. — Liggett & Myers Inc. has appointed Marvin W. Siebert manager of its newly established Miami sales department and Robert T. Taylor assistant department manager.

Mr. Siebert has been assistant department manager in St. Louis since 1965. He joined the company in 1954 as a sales representative in St. Louis. He was named division manager in Oklahoma City, Okla., in 1958.

Born and raised in Richmond Heights, Mo., Mr. Siebert served in the U. S. Army from 1951 to 1952. He is married to the former Mary Rost, and has three children, Cynthia Lee, Christopher Marvin and Jana Mary.

Mr. Taylor was division manager in Miami from 1964. He joined the company in 1956 as a sales representative in Atlanta. In 1958, he was named division manager in Gainsville, Ga., and was transferred to Savannah in 1959.

Born and raised in Quitman, Ga., Mr. Taylor studied business at Georgia State College in Atlanta, Daldosta State College in Georgia, and Florida State University. He served in the U. S. Army from 1953 to 1955. Married to the former Sherry Smith of Moultrie, Ga., he has two children, Robin and Robert. The Taylors live in Hollywood, Fla.

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American Tobacco Names F. William Free Agency

American Tobacco Co. has announced the addition of F. William Free & Co. to its roster of advertising agencies. The agency will be on a special assignment to be announced at a later date.

F. William Free brings to seven the number of advertising agencies handling tobacco products manufactured by American Tobacco.

December 12, 1968

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